

ORDER



Orders	Order / Rev:	104472	Primary AE:	Amy McCreary
	Alt Order #:	06833667	Sales Office:	BLPHI
	Product Desc:	HOUSE MAJORITY PAC	Sales Region:	National
	Estimate:	1428		
	Flight Dates:	09/21/12 - 10/01/12		
	Original Date / Rev:	07/19/12 / 09/20/12		
	Order Type:	GENERAL		
Agency	Name:	Waterfront Strategies	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:	1010 Wisconsin Ave. NW Washington, DC 20007	Billing Cycle:	EOM/EOC
Advertiser	Name:	House Majority PAC -Revised	Agency Commission:	15%
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLI2	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PISSUE, GEN	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	87	\$53,025.00	\$45,071.25
10/01/12	10/01/12	12	\$10,375.00	\$8,818.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	87	\$53,025.00	\$45,071.25	0.00
October 2012	12	\$10,375.00	\$8,818.75	0.00
Totals	99	\$63,400.00	\$53,890.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	31%	\$63,400.00
Market	100%	\$204,516.13

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$53,174.19
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$32,722.58
KTUD	1%	\$2,045.16
KVVU	18%	\$36,812.90
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$16,361.29

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	10/01/12	Wake Up Early w/ Wagner	W	430a-5a	MTWT--S	:30	1	\$200.001	0.00	NM	2	\$400.00	

Wake Up Early Wagners

COMMENTS APPLY TO SUB LINES A THRU B
WAKE UP EARLY W/THE WAGNERS CNX 1X

Order / Rev: 104472
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Advertiser:	House Majority PAC
Product Desc:	HOUSE MAJORITY PAC
Estimate:	1428

KSNV

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Advertiser: House Majority PAC
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Estimate: 1428

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
NEWS 4: THE AGENDA																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 09/18/12	09/24/12	-----		0	\$325.00		0.00							
		Week: 09/25/12	10/01/12	MTWTF--		2	\$325.00		0.00							
E 13	KSNV	09/18/12	10/01/12	Days of our Lives	CM	1258p-2pm	MTWTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00	
DAYS OF OUR LIVES																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 09/18/12	09/24/12	-----		0	\$425.00		0.00							
		Week: 09/25/12	10/01/12	MTWTF--		3	\$425.00		0.00							
E 14	KSNV	09/18/12	10/01/12	The Doctors	CM	2pm-3pm	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00	
THE DOCTORS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 09/18/12	09/24/12	-----		0	\$325.00		0.00							
		Week: 09/25/12	10/01/12	MTWTF--		2	\$325.00		0.00							
E 15	KSNV	09/18/12	10/01/12	Dr. Phil	CM	3-4p	MTWTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00	
DR. PHIL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 09/18/12	09/24/12	-----		0	\$450.00		0.00							
		Week: 09/25/12	10/01/12	MTWTF--		2	\$450.00		0.00							
E 16	KSNV	09/30/12	09/30/12	Chris Matthews 9:30AM	SM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00	
CHRIS MATTHEWS SHOW CNX 9/23																
CHRIS MATTHEWS SHOW																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S		1	\$500.00		0.00							
E 17	KSNV	09/25/12	10/01/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	1	\$600.00	1	0.00	NM	1	\$600.00	
4PM NEWS (1 hour)																
FIRST NEWS 3 AT FOUR CNX 9/18																
FIRST NEWS 3 AT FOUR PLEASE AIR ALL SPOTS PRIOR TO 10/1																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 09/25/12	10/01/12	MTWTF--		1	\$600.00		0.00							
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>			<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
		2	KSNV	09/25/12-10/01/12		NEWS 3 at 4 (1 HOUR)	4-5pm		(4:00 PM-4:30 PM)			:30		\$600.00	0.00	NM
E 18	KSNV	09/18/12	10/01/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	3	\$725.00	1	0.00	NM	3	\$2,175.00	
4PM NEWS (1 hour)																
NEWS 4 AT 430P NO CHANGE SORRY																
NEWS 4 AT 430P																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 09/18/12	09/24/12	-----		0	\$725.00		0.00							
		Week: 09/25/12	10/01/12	MTWTF--		3	\$725.00		0.00							
E 19	KSNV	09/18/12	10/01/12	M-F Early News	CM	5-630p	MTWTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00	
M-F Early News																
EARLY NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 09/18/12	09/24/12	-----		0	\$1,200.00		0.00							
		Week: 09/25/12	10/01/12	MTWTF--		3	\$1,200.00		0.00							
E 20	KSNV	09/22/12	09/29/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$675.00	1	0.00	NM	1	\$675.00	
Sa-Su Early News																
KSNV EARLY NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----		0	\$675.00		0.00							
		Week: 09/24/12	09/30/12	-----S-		1	\$675.00		0.00							
E 21	KSNV	09/18/12	10/01/12	M-F Jeopardy	CM	630-7pm	MTWTF--	:30	3	\$1,000.00	1	0.00	NM	2	\$2,000.00	
M-F Jeopardy																
COMMENTS APPLY TO SUB LINES A THRU B																
JEOPARDY PLEASE PLACE ALL SPOTS PRIOR TO 10/1.																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 09/18/12	09/24/12	-----		0	\$1,000.00		0.00							
		Week: 09/25/12	10/01/12	MTWTF--		2	\$1,000.00		0.00							

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	KSNV	09/18/12	10/01/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	3	\$1,000.001	0.00	NM		2	\$2,000.00
COMMENTS APPLY TO SUB LINES A THRU B JEOPARDY PLEASE PLACE ALL SPOTS PRIOR TO 10/1.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Spot	Ch	Week: 09/25/12	10/01/12	MTWTF--		2	\$1,000.00	0.00							
		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>									
		4	KSNV 09/25/12-10/01/12	M-F Jeopardy		630-7pm									
E 22	KSNV	09/18/12	10/01/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	2	\$1,000.001	0.00	NM		2	\$2,000.00
WHEEL OF FORTUNE PLEASE AIR ALL SPOTS PRIOR TO 10/1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	09/18/12	09/24/12	-----			0	\$1,000.00	0.00							
Week:	09/25/12	10/01/12	MTWTF--			2	\$1,000.00	0.00							
E 23	KSNV	09/22/12	09/29/12	Weekend Jeopardy/WheG WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$525.001	0.00	NM		1	\$525.00
JEOPARDY/ WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	09/17/12	09/23/12	-----			0	\$525.00	0.00							
Week:	09/24/12	09/30/12	-----S-			1	\$525.00	0.00							
E 24	KSNV	10/01/12	10/01/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$4,000.001	0.00	NM		1	\$4,000.00
THE VOICE CNX 9/24															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	10/01/12	10/07/12	M-----			1	\$4,000.00	0.00							
E 25	KSNV	09/30/12	09/30/12	Jeopardy in PRIME Jeopardy in Prime	CM	SU 930-10p	-----S	:30	1	\$1,200.001	0.00	NM		1	\$1,200.00
TBD CNX 9/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	09/24/12	09/30/12	-----S			1	\$1,200.00	0.00							
E 26	KSNV	09/30/12	09/30/12	LAW & ORDER (synd) RGM Law & Order (synd) PRIME	SU	10-11p	-----S	:30	1	\$1,200.001	0.00	NM		1	\$1,200.00
LAW & ORDER CNX 9/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	09/24/12	09/30/12	-----S			1	\$1,200.00	0.00							
E 27	KSNV	09/18/12	10/01/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	1	\$1,200.001	0.00	NM		1	\$1,200.00
M-F News 3 at Eleven															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	09/18/12	09/24/12	-----			0	\$1,200.00	0.00							
Week:	09/25/12	10/01/12	MTWTF--			1	\$1,200.00	0.00							
E 28	KSNV	09/22/12	09/29/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.001	0.00	NM		2	\$2,200.00
Sa-Su News 3 at Eleven															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	09/17/12	09/23/12	-----S-			1	\$1,100.00	0.00							
Week:	09/24/12	09/30/12	-----S-			1	\$1,100.00	0.00							
E 29	KSNV	09/25/12	10/01/12	Late Night w/Fallon	CM	1237a-136am	MTWTF--	:30	1	\$500.001	0.00	NM		1	\$500.00
Late Night w/Fallon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	09/25/12	10/01/12	MTWTF--			1	\$500.00	0.00							
E 30	KSNV	09/29/12	09/29/12	SIGN ON-SIGN OFF	CM	5a-459a	-----S-	:30	1	\$625.001	0.00	NM		1	\$625.00
(5:00 AM-6:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	09/24/12	09/30/12	-----S-			1	\$625.00	0.00							
N 31	KSNV	09/22/12	09/22/12	SATURDAY TODAY	CM	7-10pm	-----S-	:30	1	\$675.001	0.00	NM		1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	09/24/12	09/30/12	-----S-			1	\$675.00	0.00							

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
News 3 Live In Prime															
News 3 in Prime															
SATURDAY TODAY															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/17/12 09/23/12 -----S- 1 \$675.00 0.00															
N32	KSNV	09/22/12	09/22/12	SIGN ON-SIGN OFF	CM	5a-459a (9:00 PM-10:00 PM)	-----S-	:30	1	\$525.001	0.00	NM		1	\$525.00
JEOPARDY/ WHEEL OF FORTUNE															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/17/12 09/23/12 -----S- 1 \$525.00 0.00															
N33	KSNV	09/25/12	09/28/12	Rachael Ray	CM	11am-12pm	-TWTF--	:30	1	\$375.001	0.00	NM		1	\$375.00
Rachael Ray															
JEOPARDY/ WHEEL OF FORTUNE															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/24/12 09/30/12 -TWTF-- 1 \$375.00 0.00															
N38	KSNV	09/21/12	09/24/12	Today-AN	CM	205a-304a	M---F--	:30	1	\$100.003	0.00	NM		1	\$100.00
Today-AN															
TODAY NIGHT ADDED SPOT.															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/21/12 09/27/12 M---F-- 1 \$100.00 0.00															
N40	KSNV	09/21/12	09/24/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	M---F--	:30	4	\$400.001	0.00	NM		4	\$1,600.00
M-F 5-6a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS CHANGE IN FLIGHT DATE- -ORDER NOW STARTS 9/21															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/21/12 09/27/12 M---F-- 4 \$400.00 0.00															
N41	KSNV	09/21/12	09/24/12	Today Show	CM	658a-9am	M---F--	:30	3	\$900.001	0.00	NM		3	\$2,700.00
Today Show															
TODAY SHOW CHANGE IN FLIGHT DATES															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/21/12 09/27/12 M---F-- 3 \$900.00 0.00															
N42	KSNV	09/21/12	09/24/12	M-F Today Show III 4th BM	CM	10am-11am	M---F--	:30	3	\$325.001	0.00	NM		3	\$975.00
Today 4th Hour															
TODAY SHOW III CHANGE IN FLIGHT DATE TO 9/21															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/21/12 09/27/12 M---F-- 3 \$325.00 0.00															
N43	KSNV	09/21/12	09/24/12	Rachael Ray	CM	11am-12pm	M---F--	:30	3	\$325.001	0.00	NM		3	\$975.00
Rachael Ray															
RACHEL RAY FLIGHT DATE CHANGE TO 9/21															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/21/12 09/27/12 M---F-- 3 \$325.00 0.00															
N44	KSNV	09/21/12	09/24/12	Noon News	CM	12-1230pm	M---F--	:30	3	\$425.001	0.00	NM		3	\$1,275.00
Noon News															
NEWS 3 AT NOON FLIGHT CHANGE TO START 9/21															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/21/12 09/27/12 M---F-- 3 \$425.00 0.00															
N45	KSNV	09/21/12	09/24/12	The Agenda 1230pm	CM	1230-1p	M---F--	:30	2	\$325.001	0.00	NM		2	\$650.00
The Agenda 1230pm															
NEWS 4: THE AGENDA FLIGHT DATE CHANGE															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/21/12 09/27/12 M---F-- 2 \$325.00 0.00															
N46	KSNV	09/21/12	09/24/12	Days of our Lives	CM	1258p-2pm	M---F--	:30	3	\$425.001	0.00	NM		3	\$1,275.00
Days of our Lives															
DAYS OF OUR LIVES FLIGHT DATE CHANGE TO 9/21															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/21/12 09/27/12 M---F-- 3 \$425.00 0.00															
N47	KSNV	09/21/12	09/24/12	The Doctors	CM	2pm-3pm	M---F--	:30	2	\$325.001	0.00	NM		2	\$650.00
The Doctors															
THE DOCTORS FLIGHT DATE CHANGE TO 9/21															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/21/12 09/27/12 M---F-- 2 \$325.00 0.00															
N48	KSNV	09/21/12	09/24/12		CM	3-4p	M---F--	:30	2	\$450.001	0.00	NM		2	\$900.00

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KSNV

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				Dr. Phil											
				Dr Phil											
DR. PHIL FLIGHT DATE CHANGE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week:	09/21/12	09/27/12	M---F--	2			\$450.00	0.00					
N49	KSNV	09/21/12	09/24/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm		:30	3	\$725.00	1	0.00	NM	3	\$2,175.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
NEWS 4 AT 430P FLIGHT DATE CHANGE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week:	09/21/12	09/27/12	M---F--	3			\$725.00	0.00					
N50	KSNV	09/21/12	09/24/12	M-F Early News	CM	5-630p		:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
				M-F Early News											
EARLY NEWS FLIGHT CHANGE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week:	09/21/12	09/27/12	M---F--	3			\$1,200.00	0.00					
N51	KSNV	09/21/12	09/24/12	M-F Jeopardy	CM	630-7pm		:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
				M-F Jeopardy											
JEOPARDY FLIGHT CHANGE TO 9/21 START..															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week:	09/21/12	09/27/12	M---F--	3			\$1,000.00	0.00					
N52	KSNV	09/21/12	09/24/12	M-F Wheel	CM	7-730pm		:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
				M-F Wheel of Fortune											
WHEEL OF FORTUNE FLIGHT CHANGE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week:	09/21/12	09/27/12	M---F--	2			\$1,000.00	0.00					
N53	KSNV	09/21/12	09/24/12	M-F News 3 at Eleven	CM	11pm-1135pm		:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				M-F News 3 at Eleven											
NEWS 3 NIGHTSIDE FLIGHT CHANGE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week:	09/21/12	09/27/12	M---F--	1			\$1,200.00	0.00					
N54	KSNV	09/23/12	09/23/12	Wake Up Early w/ Wagners	CM	430a-5a		:30	1	\$200.00	1	0.00	NM	1	\$200.00
				Wake Up Early Wagners											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week:	09/17/12	09/23/12	-----S	1			\$200.00	0.00					
													Totals	99	\$63,400.00